

Strategy 1. Grow and Sustain the Economy

Initiative 1A

PROMOTE TACOMA AS A CENTER FOR THE ARTS

Cultural organizations and activities attract tourists and new money
Tacoma has increased positive visibility
An active arts and culture scene is attractive to businesses looking to relocate

Initiative 1B

EXPAND OPPORTUNITIES FOR CREATIVE BUSINESSES TO THRIVE THROUGH SPACEWORKS TACOMA

A growing network of creative contributors to the city
High quality, diverse, retail, exhibits, and experiences
Transformation of blight
Growth of innovative local businesses

Initiative 1C

IDENTIFY AND DEVELOP CREATIVE GROWTH SECTORS

Strengthened competitive edge for artists and creative businesses

Initiative 1D

PROVIDE TRAINING AND PROFESSIONAL DEVELOPMENT FOR ARTISTS AND ARTS ORGANIZATIONS

Increased access to opportunities
Strengthened competitive edge for artists and creative businesses

Initiative 1E

ENCOURAGE DEVELOPMENT AND SUSTAINABILITY OF CREATIVE SPACES THROUGHOUT TACOMA

Retain creative individuals in Tacoma
Maintain a diversity of artists and creative activities throughout our neighborhoods
Access to more spaces for studio and rehearsal use and for display and performance
Increased access for the community to artists and arts organizations within neighborhoods
Increased public access to art in a variety and greater distribution of spaces

Strategy 2: Promote equity, diversity, and inclusiveness through the arts.

Initiative 2A

Promote equitable distribution of and access to arts for all throughout Tacoma.

Increased access to talent.
Expanded inclusiveness and visibility of arts and cultural activities
More opportunity in neighborhoods to increase inclusiveness and meet diverse interests
Enhanced community identity, social connectedness and vitality
Increased participation in arts and culture
More opportunity for greater shared understanding, knowledge and respect for Tacoma's rich diversity of people, places and culture
Continued growth of authentic homegrown events/activities

Initiative 2B

Support and build on existing community events and explore opportunities for a signature event that celebrates Tacoma's rich arts and culture.

Expanded reputation of Tacoma as a major cultural/arts attraction
Legacy of successful community festival for the future
Locally driven, creative placemaking activities encourage a sense of belonging among residents; support traditional cultural practices, heritage conservation, and neighborhood vitality; build social cohesion, identity, tolerance, and revitalization; and provide opportunity to enhance visibility of the distinguishing cultural and ethnic diversity of Tacoma neighborhoods.

Initiative 2C

Develop a network to strengthen connections with diverse audiences throughout the city.

Increased and broadened visibility/awareness, audiences, and earned income
Targeted audience outreach, specifically to underserved or underrepresented communities
Increased diversity of arts and culture related panelists, focus groups, and outreach participants
Potential to identify additional or refined programming needs
Potential for greater equity in distribution of cultural activities and events
Increased civic engagement of non-traditional groups
Increased diversity of funded artists and arts organizations

Initiative 2D

Employ arts and culture as a strategy to address civic and social needs through Creative Placemaking.

Improved public spaces
Deep and meaningful community engagement

Strategy 3. Use public art to create active, accessible, and welcoming public places.

Initiative 3A

Ensure that art and design are successfully integrated into public development projects.

Initiative 3B

Equitably distribute public art throughout Tacoma's neighborhoods

Greater access to art by all
Enhanced identity and character in neighborhoods
Increased community engagement
More places that tell all of Tacoma's stories
Democratic presentation of art accessible outside an institution

Initiative 3C

Develop and implement a policy for public art in private development.

Improved aesthetics of private developments
Increased opportunities for artists
Opportunity to support equitable distribution of artwork
Holistic consideration of design of public spaces and installation of public art
Public spaces that complement each other and the surroundings to help create a coherent image of Tacoma

Initiative 3D

Increase capacity for the stewardship and maintenance of public art.

Improved maintenance for Tacoma's Municipal Art Program collection
Rise in Tacoma's reputation as a city that provides and values quality public art

Strategy 4. Strengthen Tacoma's creative ecosystem.

Provide expert arts administration consulting services to partners seeking to advance the arts in their organizations and our community.

Initiative 4A

Initiative 4B

Strengthen and expand existing arts and cultural funding opportunities

Increased public funding opportunities for arts organizations and individuals
Higher levels of individual giving, development of a “culture of philanthropy”
Corporate leaders more aware and galvanized as cultural advocates; increased corporate support for arts

Initiative 4C

Ensure quality access to arts education in and out of school time with Tacoma schools and arts providers.

Strong partnership between the City and the School District
Support to school district in providing a coordinated approach to cultural learning
Efficient use of resources to expand arts program offerings
Improved academic success and problem solving skills
Increased participation in arts and cultural activities among Tacoma’s youth, families, and adults
Potential for more students entering creative industries
Clear continuum of access to culture, creativity, and learning

Initiative 4D

Advocate for local implementation of Cultural Access WA to provide sustainable funding to arts, science, and heritage organizations in Greater Tacoma.

Strategy 5. Optimize performance and capacity of arts programming, services, and operations.

Initiative 5A

Adopt ArtFull Tacoma

Initiative 5B

Create an Office of Arts & Cultural Vitality

Raise visibility of the services we offer and make clear that the Arts serve the whole city.

Initiative 5C

Create a streamlined user-friendly city hall experience for artists and creative businesses.

Initiative 5D

Create a 5 year staffing plan
